

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

S/S Roping

Manufacturing-Works

S/S Roping Promotes New Product with Help from Manufacturing-Works

Client Profile:

S/S Roping manufactures roping dummies for cowboys and want-to-be's. Owners Colter and Casey Sellers, ages 13 and 11, also sell other ancillary rodeo supplies. The start-up company is located in Buffalo, Wyoming.

Situation:

Brothers Colter and Casey had been rodeoing since preschool and decided to build a portable roping dummy to practice their rodeo events. Marketing the product was a challenge because of lack of exposure resulting in limited sales opportunities. S/S Roping contacted Manufacturing-Works, a NIST MEP network affiliate, for assistance with engineering and assembling the new product.

Solution:

Manufacturing-Works designed a website logo and website for the roping dummy as well as other rodeo products the company wanted to engage in. This allowed S/S to reach a wider market and exhibit professional product information to potential clients.

Results:

- * Increased sales by 1,200 percent in two months.
- * Received 26 inquiries per day.

Testimonial:

"Manufacturing-Works helped us get a website really fast. People take our business seriously when they see our website. This helps us sell our roping dummies and rodeo supplies. We use the logo everywhere; caps, banners, business letters, and even in our pickup when we go to rodeos. It's been really fun having a great website and logo that we are proud of."

Colter Sellers, Co-Owner